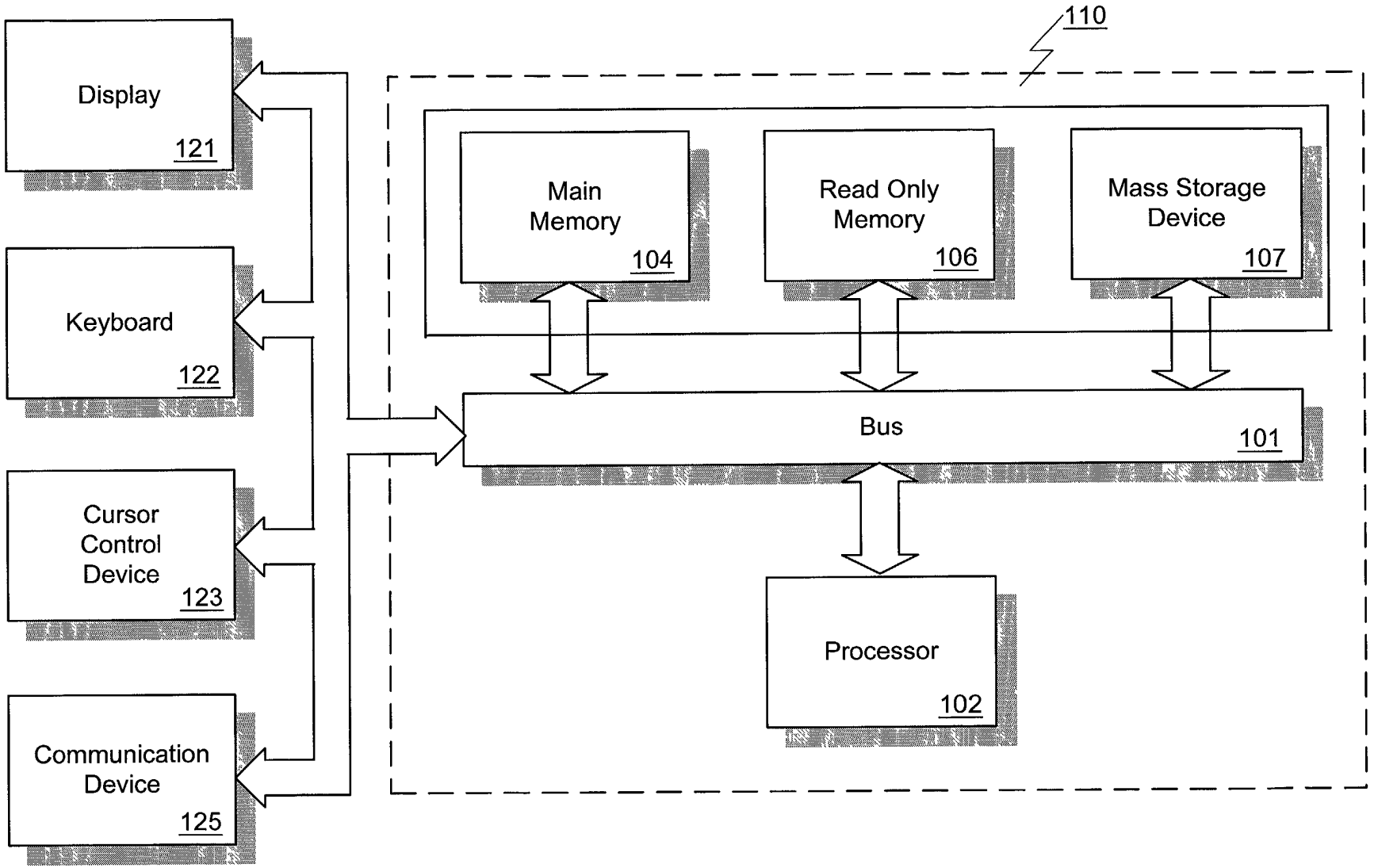

110
Display
121
Keyboard
122
Cursor
Control
Device
123
Communication
Device
125
Main
Memory
104
Read Only
Memory
106
Mass Storage
Device
107
Bus
101
Processor
102
100

Figure 1

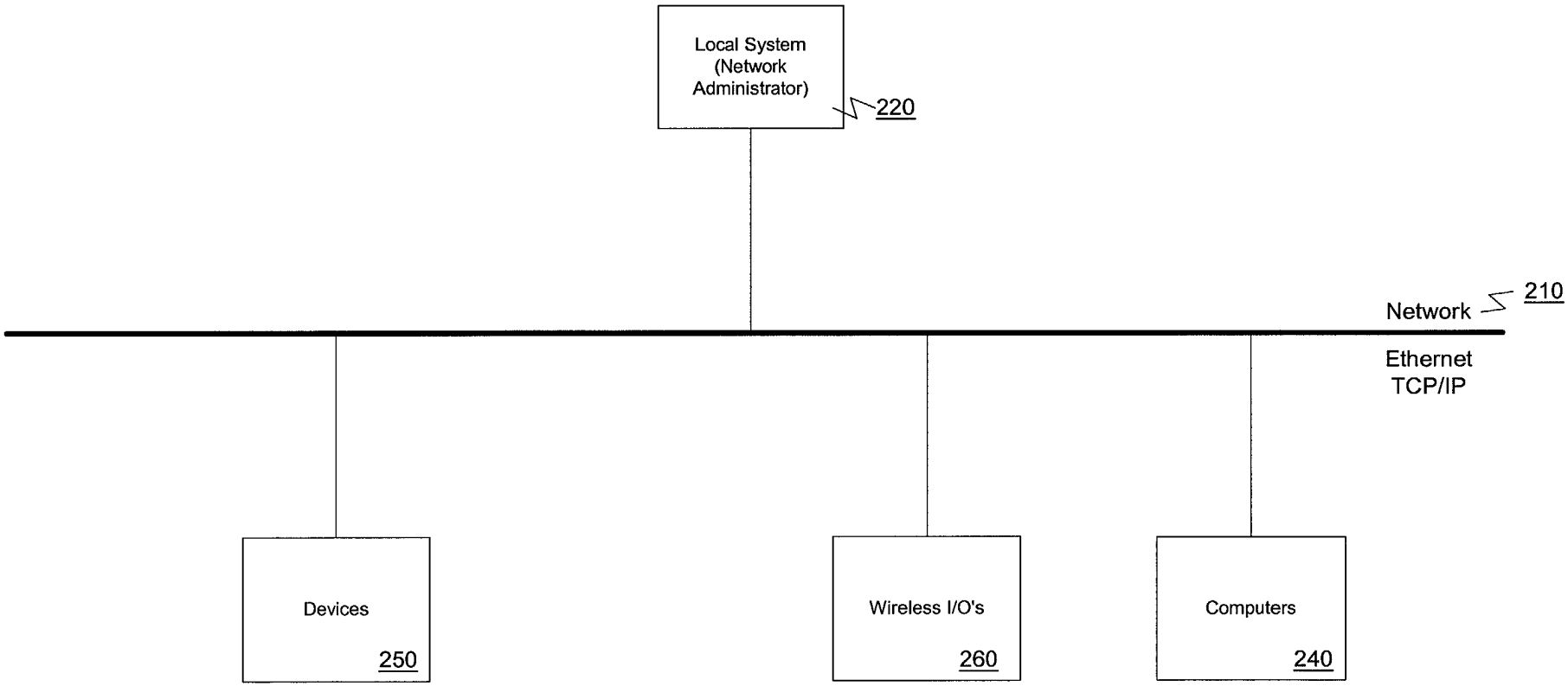

Local System
(Network
Administrator)
220
Network
210
Ethernet
TCP/IP
Devices
250
Wireless I/O's
260
Computers
240

Figure 2

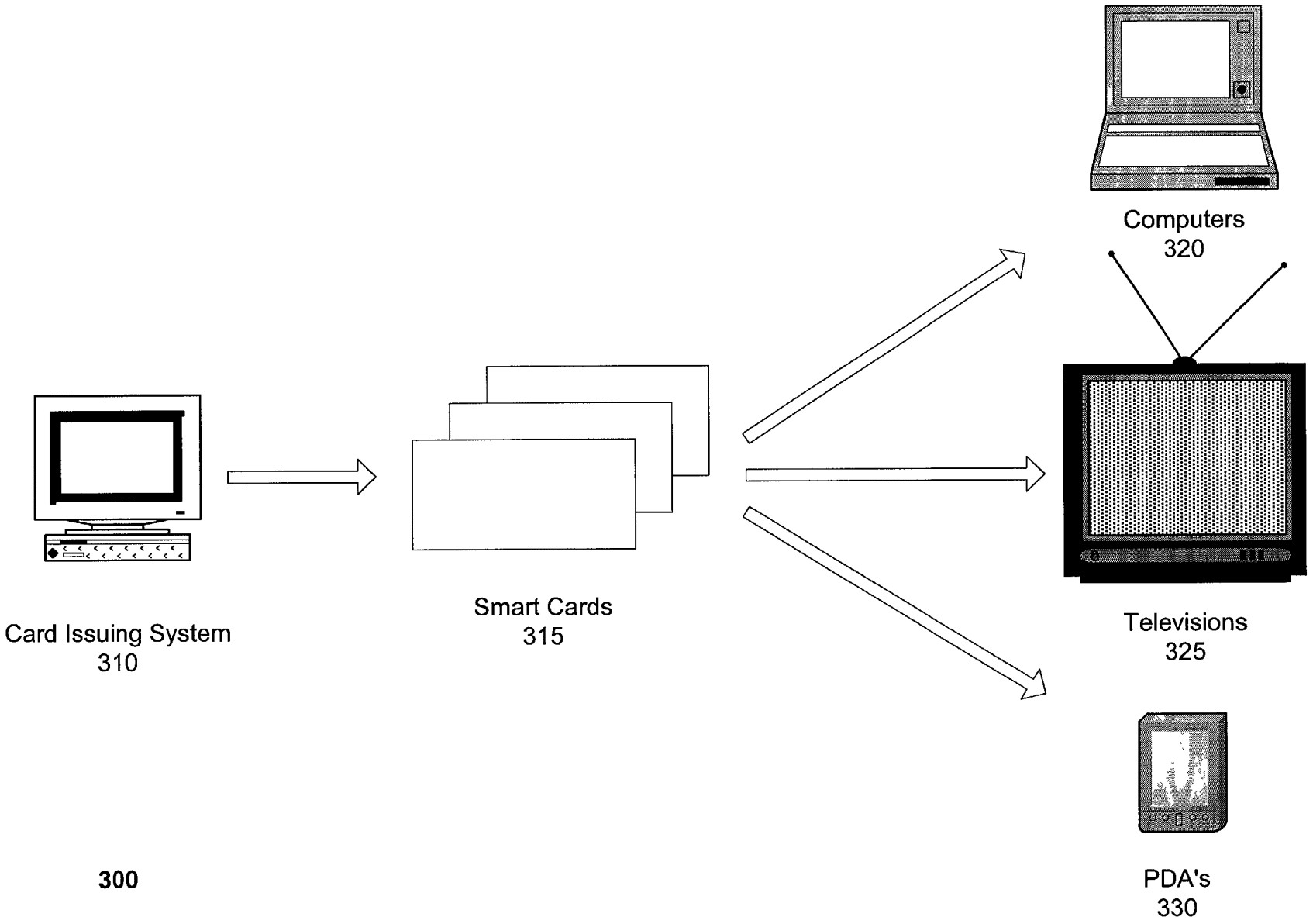

Computers
320
Card Issuing System
310
Smart Cards
315
Televisions
325
PDA's
330
300

Figure 3

405

User Identification

Name

Demographic Information (e.g., age, gender)

Credit Card Information (e.g., Type, Number)

Other Information (e.g., Identification Number, Password)

410

User Preferences

Favorite Content Categories (e.g., Sports, Comedy)

Special Interest Under Each Category (e.g., Basketball, Sitcoms)

Key Terms (e.g., Lakers, Sienfeld)

Further Limiting the Content (e.g., Game, Soup Nazi)

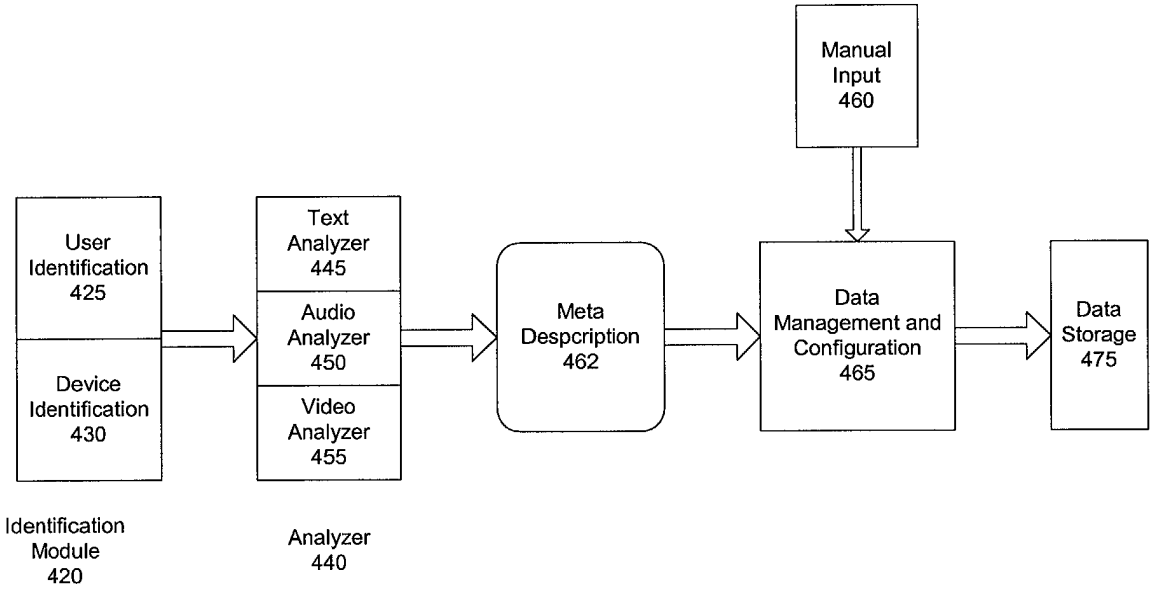
Favorites

415

User History

Criteria for Tracking the Media Programs (e.g., Most Watched, Recently Watched, Not Watched for a Certain Period of Time, Key Terms)

Figure 4A



System 400

Figure 4B

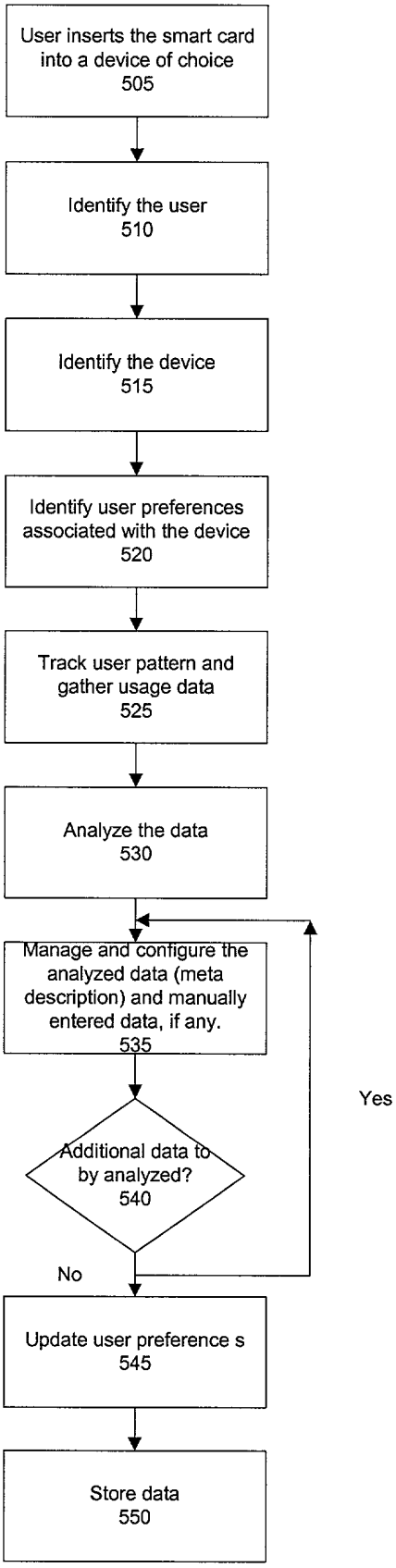

User inserts the smart card into a device of choice
505
Identify the user
510
Identify the device
515
Identify user preferences associated with the device
520
Track user pattern and gather usage data
525
Analyze the data
530
Manage and configure the analyzed data (meta description) and manually entered data, if any.
535
Additional data to by analyzed?
540
Yes
No
Update user preference s
545
Store data
550

Figure 5

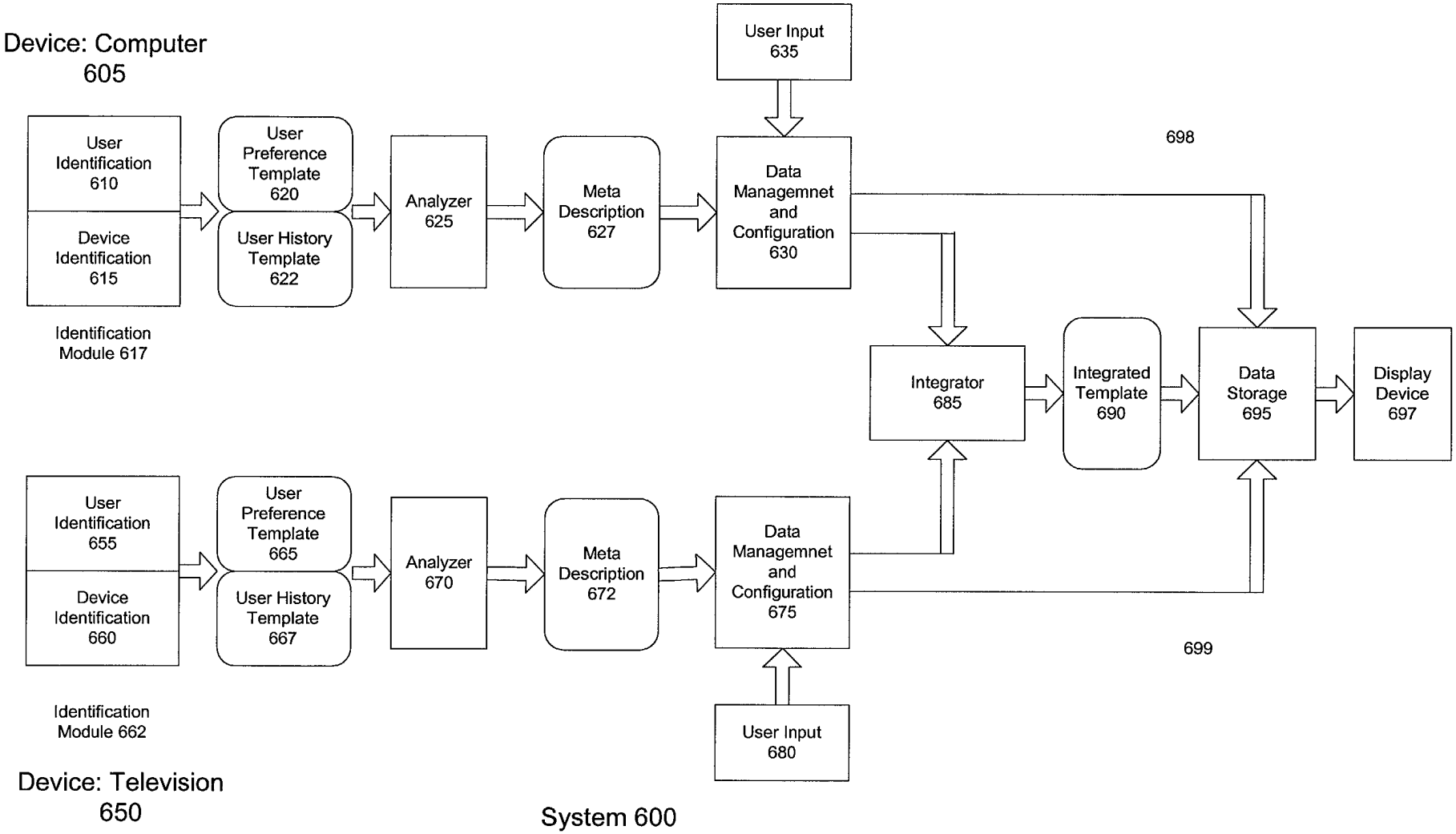

Device: Computer
605
User Identification
610
Device Identification
615
Identification Module 617
User Preference Template
620
User History Template
622
Analyzer
625
Meta Description
627
User Input
635
Data Managemnet and Configuration
630
698
Integrator
685
Integrated Template
690
Data Storage
695
Display Device
697
User Identification
655
Device Identification
660
Identification Module 662
User Preference Template
665
User History Template
667
Analyzer
670
Meta Description
672
Data Managemnet and Configuration
675
699
User Input
680
Device: Television
650
System 600

Figure 6

Doc Code: Appeal Brief

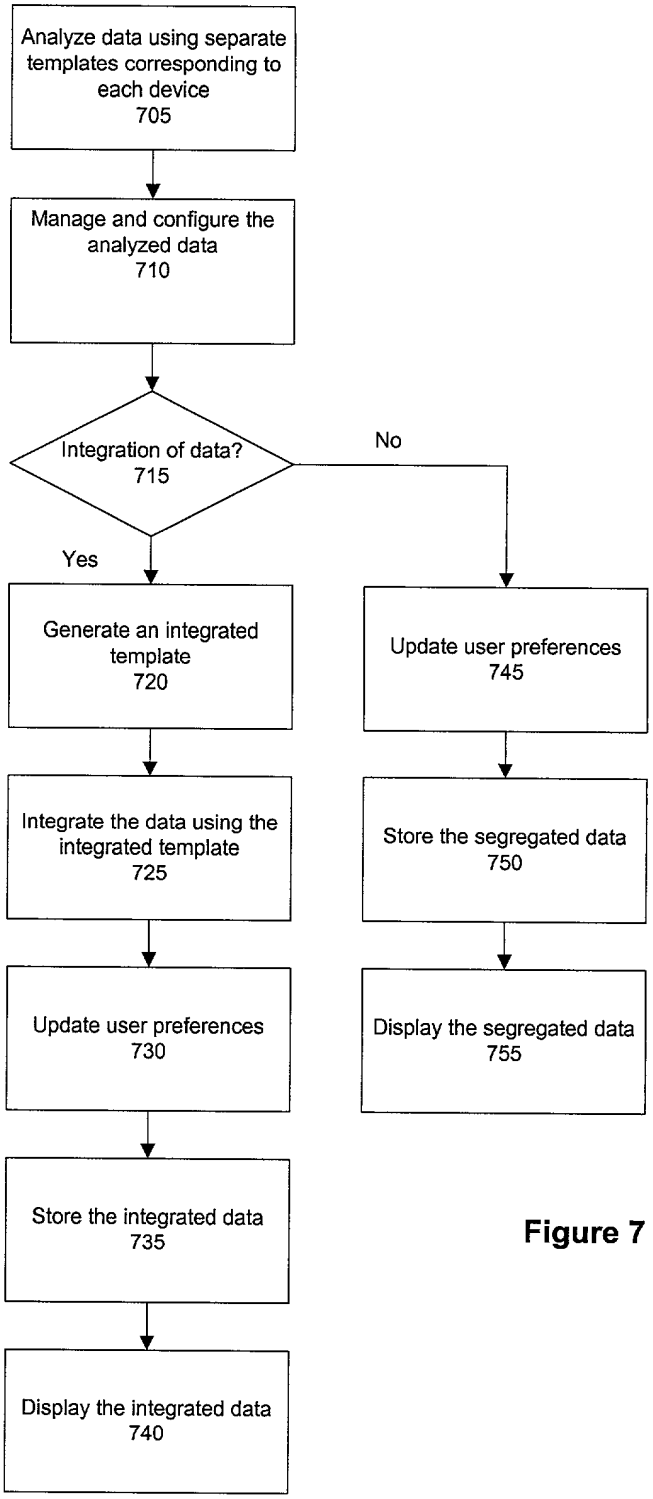


Figure 7